

## ORDER



**Orders**  
**Order / Rev:** 705494  
**Alt Order #:** 06270142  
**Product Desc:** AIGI  
**Estimate:** 332  
**Flight Dates:** 08/10/12 - 08/14/12  
**Original Date / Rev:** 08/09/12 / 08/09/12  
**Order Type:** Political

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:** Stephanie Kohlbauer  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Accountability in Government  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Local Misc  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	9	\$5,740.00	\$4,879.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	9	\$5,740.00	\$4,879.00	0.00
<b>Totals</b>	<b>9</b>	<b>\$5,740.00</b>	<b>\$4,879.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
WTSP-TV	18%	\$5,740.00
Market	100%	\$31,888.89

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	14%	\$4,464.44
WFTS	33%	\$10,523.33
WMOR	0%	\$0.00
WTOG	0%	\$0.00
WTTA	0%	\$0.00
WTVT	35%	\$11,161.11
WVEA	0%	\$0.00
WWSB	0%	\$0.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/10/12	08/10/12	M-F 5-530p 5-530p 10 News	CM	5-530p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
Week:		08/06/12	08/12/12	----F--			1	\$800.00	0.00						
E 2	WTSP	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Advertiser: Accountability in Government  
Product Desc: AIGI  
Estimate: 332

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 2	WTSP	08/12/12	08/12/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a -----S	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----S		1		\$800.00		0.00			
E 3	WTSP	08/13/12	08/14/12	CBS This Morning CBS This Morning	CM	7-9a MT----- (7:00 AM-8:00 AM)	:30	2	\$360.00	P-2	0.00 NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		2		\$360.00		0.00			
E 4	WTSP	08/13/12	08/14/12	CBS This Morning CBS This Morning	CM	7-9a MT----- (8:00 AM-9:00 AM)	:30	2	\$360.00	P-2	0.00 NM	2	\$720.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----		2		\$360.00		0.00			
E 5	WTSP	08/13/12	08/13/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p M-----	:30	1	\$1,100.00	P-2	0.00 NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1		\$1,100.00		0.00			
E 6	WTSP	08/13/12	08/13/12	M-F 5-530p 5-530p 10 News	CM	5-530p M-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1		\$800.00		0.00			
E 7	WTSP	08/13/12	08/13/12	M-F 530-6p 10 News at 530p	CM	530-6p M-----	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----		1		\$800.00		0.00			
											Totals	9	\$5,740.00